



# 2024 IKCS: NORTH AMERICA

INTERNATIONAL KIDNEY CANCER SYMPOSIUM

NOVEMBER 7–9, 2024

# Sponsorship Prospectus

Omni Hotel | Louisville, Kentucky

*The KCA's International  
Kidney Cancer Symposium  
(IKCS) is the world's leading  
forum on kidney cancer.*



# General Information



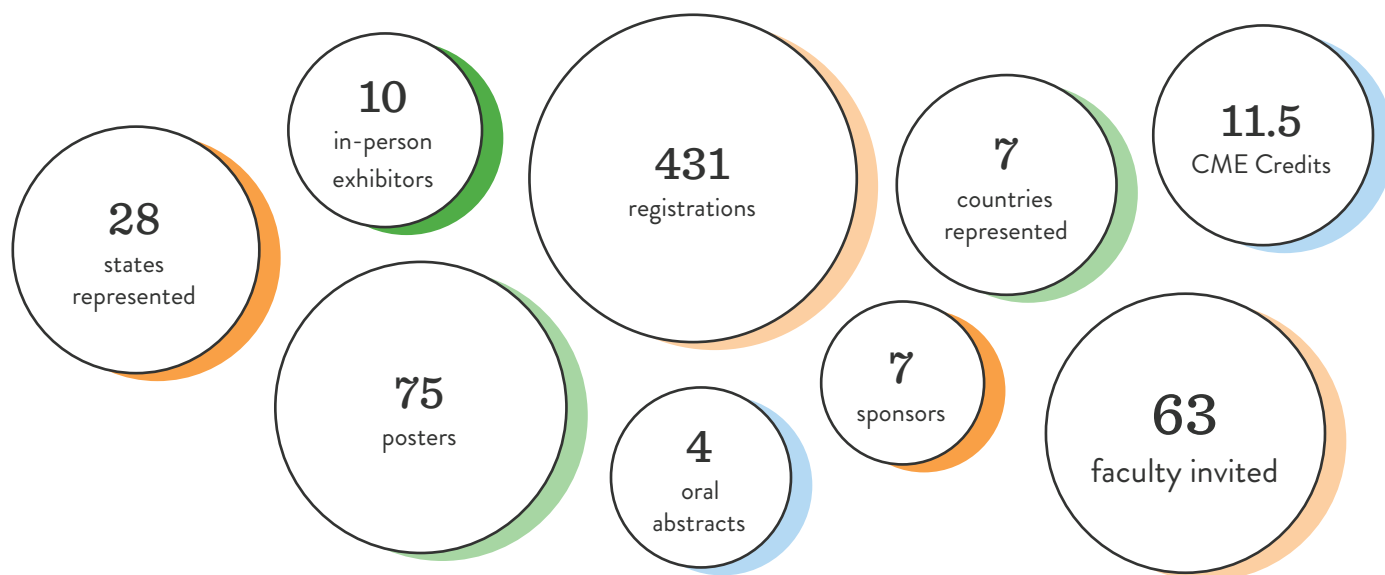
The Kidney Cancer Association (KCA) is proud to present 2024 IKCS: North America! This in-person event will occur on November 7, 8, and 9 at the Omni Hotel in Louisville, Kentucky.

IKCS presenters and attendees travel from Europe, Asia, South America, and dozens of cities across the United States to participate in the symposium.

IKCS strives to offer a balanced agenda with meaningful content on topics such as emerging research, noteworthy breakthroughs, current challenges, promising treatments, and patient-focused issues. Each year's symposium is crafted to optimize a collective opportunity for learning, discussion, and collaboration on how to best move the needle toward the next discovery.

*The Kidney Cancer Association was founded in 1990 by Eugene P. Schonfeld and a small group of patients and doctors in Chicago, Illinois, and has grown into an international non-profit organization. The KCA promotes scientific advances through two annual research symposia and a robust grant program, participates in legislative advocacy, and seeks to be a source of education and resources for patients, caregivers, and anyone impacted by kidney cancer.*

# 2023 IKCS: North America Highlights



## What is IKCS?

This annual event, along with IKCS: Europe held each spring, is an opportunity for physicians, researchers, academics, and industry professionals from across the globe to join together and exchange ideas which will direct the future of kidney cancer research and treatment in the ultimate pursuit of a cure.

IKCS is the premier venue to discuss the latest reported data, apply new concepts into routine daily practices, and debate the most controversial topics among the top KOLs in the field of RCC.

### Educational Activity Learning Objectives

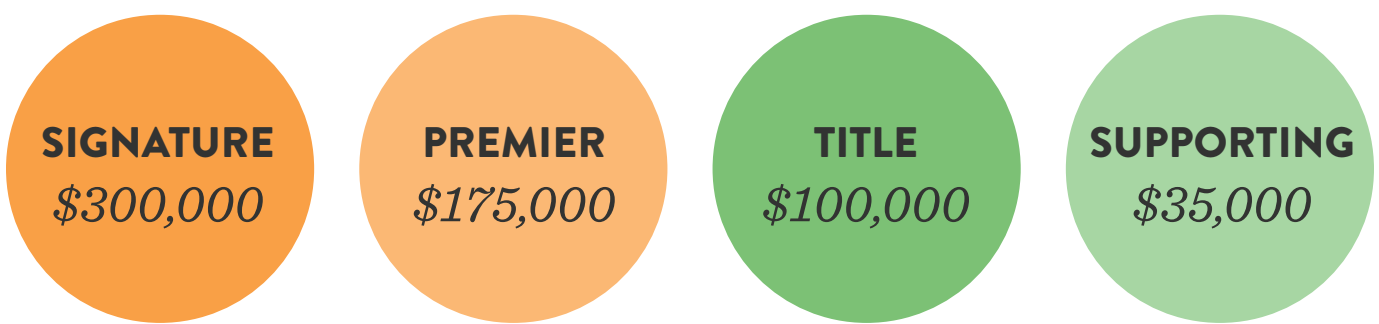
- Discuss consolidated surgery timing in the neoadjuvant versus adjuvant setting
- Identify top priority patient-centered outcomes
- Characterize the various treatments and trials for non-clear cell RCC
- Discuss treatment options beyond IO and TKI

### Target Audience

Medical oncologists and urologists who treat patients with kidney cancer; fellows, trainees, nurses, nurse practitioners, physician assistants, and patient advocates involved in the management of kidney cancer are also invited to participate.

# Premier Sponsorship Opportunities

The KCA is pleased to recognize sponsors of 2024 IKCS: North America at the following levels:



## Sponsorship Benefits

All sponsor levels will be recognized before, during, and after 2024 IKCS: North America in the following ways:

- KCAMeetings.org website
- Sponsor slides at sessions and verbal recognition during 2024 IKCS: North America welcome
- Event email to registrants
- 2024 IKCS: North America event signage
- Logo recognition in 2024 IKCS Program Book

KCA will be only accepting Sponsorship Level Package requests (Signature, Premier, Title, Supporting) and Industry Symposium requests until **Monday, June 17, 2024**.

Companies interested in only a la carte options will need to wait until **June 17, 2024**, to choose their items from those that remain. **Starting June 17**, KCA will open all a la carte options to all interested supporters. These are on a first-come-first-served basis.



# Sponsorship Opportunities

Start with your Sponsorship Level Package below and then customize your ideal sponsor package by selecting from the a la carte options on page 6.

Sponsorship Level	Signature \$300,000 <i>Limit 2</i>	Premier \$175,000 <i>Limit 2</i>	Title \$100,000	Supporting \$35,000
Meeting Room	Choose one: Company-Dedicated Meeting Room for Friday and Saturday <b>OR</b> Advisory Board Meeting Room for up to 3 Hours  <i>ISS Lunch Slot can be replaced for either of these options.</i>	Choose one: Company-Dedicated Meeting Room for one conference day <b>OR</b> Advisory Board Meeting Room for up to 3 Hours  <i>ISS Evening Slot can be replaced for either of these options.</i>	-	-
Special Event Sponsorship	Choose one: Think Tank Sponsorship <i>Recognition and opportunity to bring two attendees to the Invite-Only Think Tank session on Thursday, Nov. 7</i> <b>OR</b> Faculty Orientation Event <i>Sponsorship recognition and opportunity to bring two attendees to the Faculty Orientation Night held on Thursday, Nov. 7</i>	Choose one: Young Investigators Session <b>OR</b> Friday Evening Reception	-	-
Digital Screen Asset	2	1	1	-
Exhibit Booth	Included	Included	Included	Included
Digital PDF on Conference App	2	2	1	1
Eblast	2	1	1	-
Push Notification	2	1	1	-
Program Booklet Ad	2-page	1-page	½-page	½-page
Registrations*	20	15	10	5
KCA Think Tank: Coalition for a Cure Key Learnings	Synopsis of Key Learnings	Synopsis of Key Learnings	Synopsis of Key Learnings	Synopsis of Key Learnings
A La Carte Options	3	2	1	1

\*Additional registrations may be purchased at the regular attendee rate price

\*\*Due to CME regulations, slides include company name only (no logos allowed)

# Industry Symposium Packages

Industry Symposium Packages (ISS) can be purchased as a stand alone or can be included in one of the sponsorship packages.

All ISS are unopposed and will be served in conjunction with a meal for attendees. Each ISS will come with a standard AV package, stage and classroom seating setup, and meal served for attendees in conjunction with the symposium.

Day	Thursday Evening	Friday Lunch	Friday Evening	Saturday Break
Value	\$35,000	\$50,000	\$35,000	40,000
1 promotional eblast to registrant list	★	★	★	★
1 foam board sign on easel	★	★	★	★
1 promo ad on digital signage		★		★
Speaker mention in general session before breaking for lunch		★		★

# A La Carte Options

Please select the number of a la carte options as appropriate for your sponsorship level. In order to further increase visibility, KCA encourages supporters to purchase additional a la carte options.



Exclusive Opportunity

## EXCLUSIVE OPPORTUNITIES

### Poster Walk and Session

At 2023 IKCS: North America, more than 45 posters were presented during the Poster Session. Be the official sponsor of the IKCS Poster Session! Sponsor will receive logo recognition on signage, in the program book, on the mobile app, and on the website.

### WiFi Sponsor

As the exclusive sponsor, you can have your company name as the password for the dedicated IKCS WiFi.

### IKCS Photo Booth Sponsor

As the exclusive sponsor for the IKCS Photo Booth, your company will receive recognition and a custom photo booth prop for attendees to use in their photos!

### Mobile App Sponsor

The IKCS Mobile App is the best way to keep attendees updated on schedule changes, posters, sponsor materials, and speakers. As the official sponsor, your logo will be displayed right above the QR codes that will lead attendees to download the app.

### Yoga and/or Run Activity

Each year, attendees are invited to participate in a morning run or yoga session to get the day started! As the exclusive sponsor for this event, your company will receive logo recognition on signage and custom water bottles for the attendees!

## DIGITAL OPPORTUNITIES

### Digital Screen Branding

Utilize your digital assets on our conference screens! Our 55-inch vertical screens will be placed in high-traffic areas. Upload one static image or 30-second video to rotate on the screens during the conference days.

### Eblast to Registrants

Utilize the 2024 IKCS: North America registrant email list either pre- or post-event to survey the participants or disseminate information. The eblast will be sent by the KCA on behalf of the sponsor. All content must be approved by the KCA.

### Push Notification

Send a text to attendees during the conference. Your message will go out to all attendees who have opted in for text message communication at IKCS.

### Delegate Flyer for Conference Mobile App

Upload one PDF to the dedicated sponsors page on the IKCS Mobile App. In an effort to become more sustainable, we will not be printing flyers for delegate bags or program books.

## HOTEL BRANDING OPPORTUNITIES

### Window Clings

Welcome attendees with your brand on windows in the Omni Louisville's spacious pre-function areas. More than 300 conference attendees will pass by this sponsorship opportunity on their way to sessions. 4 Clings included.

### Column Wrap

Elevate your brand's visibility with the Omni Louisville's Column Wrap sponsorship, offering prime promotional space on strategically located columns throughout the conference space. One wrap will be included in this a la carte selection.

### Escalator Clings

Elevate your brand's visibility to new heights with the Omni Louisville's Escalator Clings, showcasing your message on eye-catching escalator clings in a high-traffic area. Four clings will be included.

### Charging Station

Power up your brand's presence and connect with event attendees on a whole new level with our Charging Station sponsorship, offering convenient and valuable charging services adorned with your logo.

### Mirror Cling

Reflect your brand's message on one of the Omni's Mirror Clings, offering prime branded space on mirrors strategically located throughout the venue space, ensuring your brand captures attention and leaves a lasting impression on event attendees. One cling is included in this a la carte item.

### Timeline Window Clings

Display your brand within the KCA Timeline window clings! Sponsor will receive two clings with this opportunity.

### Pop-Up Banner Stand

Make a bold statement and capture the attention of event attendees with a Pop-Up Banner Stand, featuring one prominently displayed branded banner in a high-traffic area.

### Branded Napkins or Coffee Sleeves

Add a personalized touch to every cup with our Branded Coffee Napkins/Sleeves sponsorship, featuring your company logo or message on napkins or sleeves distributed with every beverage, maximizing brand exposure and enhancing the coffee-drinking experience for attendees.

## ADDITIONAL OPPORTUNITIES

### Advisory Board \$10,000

- Meeting room to accommodate 25 people for up to 3 hours
- Includes one setup and one A/V technician
- Includes Basic A/V Package
- Water is included; additional food and beverage will incur a separate fee

### Ancillary Small Group Event \$5,000

- Meeting room to accommodate 10 people for 1 hours
- Includes one screen and projector
- Food and beverage will incur a separate fee





## Contact Information

To discuss IKCS sponsorship opportunities, please contact Maggie Valdes, Manager of Corporate Partnerships, at the KCA at [mvaldes@kidneycancer.org](mailto:mvaldes@kidneycancer.org).

To learn more about IKCS 2024, visit our website at [KCAMeetings.org](https://KCAMeetings.org).



KidneyCancerAssociation™

## THE KIDNEY CANCER ASSOCIATION

The global community dedicated to serving and empowering patients and caregivers, and leading change through advocacy, research, and education in order to be the universal leader in finding a cure for kidney cancer.

KIDNEYCANCER.ORG

#UnstoppableTogether

@KidneyCancer | @KidneyCancerAssociation

